

Bachelor thesis “Museum Marketing and Cultural Heritage Marketing: the Jewish Museum in Prague in the 21<sup>st</sup> century” deals with marketing activities and art marketing activities of the Jewish museum in Prague in the 21<sup>st</sup> century. The aim of the thesis is firstly evaluating the current art marketing communication of the museum using reference books and secondly giving a recommendation.

The thesis guides through the history of the Jewish museum in Prague from the beginning in 1906 to the First and Second World War and communism to privatization. In the next chapter, marketing and commercial activities are introduced among 2001 and 2016. The third chapter's main topic is the art marketing concept along with its main principles and functions. The theory is contrasted with the practice. Afterwards, the recommendations are offered.

The research showed that only Robert Guttmann’s Galery (opened in 2001) and the Maisel synagogue (reconstructed 2014–2015) offer everything a good museum of the 21<sup>st</sup> century should offer. That means information boards, IT devices, enough seat places, suitable lighting and the right high of display cases. Due to the Conception of new expositions, all the buildings should be reconstructed in the future. Anyway, the main findings expose that the employees are often fired for trivial and no verified reasons.